



GREETING

IN ACCORDANCE with an annual custom, we take this opportunity for thanking the people of growing Honolulu for their patronage during the past year, and extending to them in turn our wishes for a happy and prosperous New Year.

A year ago
witnessed the connection of the Atlantic
with the Pacific by direct telephone.
It was a record achievement, worthy
of yearly commemoration.
It is a far cry from the first crude
wooden instrument that marked the be-
ginnings of the telephone,
to the accurate, reliable,
automatic telephone system of today.
A movement of your finger connects
you instantly
with any one of the 6663 Mutual Tele-
phone subscribers on Oahu.

There is no giving and repeating of
numbers:

No possibility of your conversation
being interrupted:

Hanging up your receiver disconnects
you instantly:

No fallible human factor enters in.

New York requires over 13,700 em-
ployes to care for its telephone connec-
tions.

It takes a large proportion of these to
handle the millions of calls.

They are the "centrals."

They are human,—liable to make mis-
takes—give the wrong connection, irri-

tate with a seeming, and to often actual,
lack of attention.

In Honolulu our centrals amount to
5 men—
skilled supervisors only.

They keep constant watch over the un-
canny, automatic mechanism that silent-
ly, quickly, and surely makes the con-
nections for an average of 60,000 calls
per day.

Every possible effort is made to keep
every telephone in good working condi-
tion so that you can be reached by any
instrument of the system at all times.

Old, inefficient instruments, through a
desire to economize in equipment, are
not allowed to interfere with universally
good service.

We are proud of our country exchanges located at Wai-
pahu, Wahiawa, Waialua, Laie and Kaneohe.

During the year our Wireless Department has opened
regular communication throughout practically the entire
South Seas, Tutuila, American Samoa, Apia, British Samoa,
and Suva, Fiji.

We expect soon to break the present isolation of Tahiti,
in the Society Islands.

Our radio communication with the Islands of this Terri-
tory and with ships at sea has been brought to the highest
state of efficiency.

During the past year we have handled an increasingly
large business—larger than ever before.

We have furnished trunking facilities for over 600 man-
ual telephones in the various forts and cantonments owned
by the Federal Government.

A splendid new, fireproof structure has been erected in
Kaimuki to house the new automatic exchange in that district,
thus insuring full Automatic service to our patrons at Wai-
kiki, Kahala and Kahalawai.

In the country districts we have spared neither funds nor
painstaking care in the strengthening of our service facilities.

Every telephone in the Island is now within a reasonable
distance of an exchange.

And the end of our growth is not yet.

We have a strong faith in the future growth of the city,
in witness of which we have recently, by a large bond issue,
already prepared to care for the expected increase in the num-
ber of users of the Automatic telephone system.

We are in business to earn for our stockholders a reason-
able profit upon their investment.

But in the operation of the Plant we accept the full moral
responsibility.

It is all a part of our policy, which is epitomized in the
motto:

The Public be Well Served

Mutual Telephone Company

Invitation

We wish the people of Honolulu to feel free to visit any of our exchanges, on any day, between the hours
of 8 a. m. and 5 p. m. You will be courteously received and will be shown the latest and most efficient devices
of the Telephone Art, which will be thoroughly explained to you if you ask.
Again we wish you a Happy and Prosperous New Year.